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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/922,182	08/02/2001	Gregory Maurice Plow	STL920000035US1	7553
63675 7590 05/05/2009 PATTERSON & SHERIDAN, LLP/IBM SVL 3040 POST OAK BLVD. SUITE 1500 HOUSTON, TX 77056-6582			EXAMINER SHIN, MIN	
			ART UNIT 3688	PAPER NUMBER
			MAIL DATE 05/05/2009	DELIVERY MODE PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

## Office Action Summary

Application No.

09/922,182

Applicant(s)

PLOW ET AL.

Examiner

Min Shin

Art Unit

3688

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 12 January 2009.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-4, 6 and 13-19 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-4, 6 and 13-19 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/ are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- ☐ Notice of Informal Patent Application
- ☐ Other: \_\_\_\_\_

### DETAILED ACTION

1. This Office Action is in response to the Amendment filed 1/12/2009. The Amendment cancelled claims 5, 7-12, 20-22 and amended claim 13. Thus Claims 1-4, 6 and 13-19 are currently pending and have been considered below.

#### ***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.

3. Claims 1-4, 6 and 13-19 rejected under 35 U.S.C. 102(a) as being anticipated by Rice (US 6,486,891).

Claim 1:

Rice discloses a method for storing internet advertisements at a user computer, comprising the acts of:

receiving plural internet advertisements at the user computer automatically without the user requesting them (column 5, lines 25-30);

saving at least plural advertisements at the user computer (column 2, lines 20-30);

Art Unit: 3688

allowing a user to access saved advertisements in an advertising history window displaying Internet content composed of plural advertisements (Figures 5-6, column 6, lines 39-50) ;

allowing a user to filter previously displayed advertisements, so that only advertisements corresponding to one or more user selected attributes are eligible for display (column 2, lines 60-67);

wherein the saved advertisements include at least one link to a website and the method further comprises:

recalling a user-selected saved advertisement, the saved advertisement having at least one link to a website (column 6, lines 39-50); and

accessing the website from the saved advertisement when the link is toggled (column 7, lines 1-20).

Claim 2:

Rice discloses the method and system of claims 1 and further discloses wherein the advertisement includes a tag that is a Hypertext Markup Language (HTML) tag (column 3, lines 19-27)

Claim 3:

Rice discloses the method and system of claims 1 and further discloses comprising the act of: displaying a button; and in response to the button being toggled, displaying the saved advertisement (Figures 5-6 and Abstract)

Claim 4:

Rice discloses the method and system of claims 3 and further discloses wherein plural advertisements are saved and the method further comprises allowing the user scroll through the saved advertisements (Figure 5C, item 515).

Claim 6.

Rice discloses the method and system of claims 1 and further discloses comprising the acts of: displaying a previous button in the advertising window; displaying a next button in the advertising window; and accessing saved advertisements when the previous button and next button are toggled (Figure 5-6, column 7, lines 1-25).

Claim 13:

Rice discloses a system for saving at least one Internet advertisement at a user computer comprising:

at least one Web server; at least one database connected to the server, the database storing plural Interact advertisements (column 3, lines 1-25);

at least one user computer connected to the server via an Internet connection, the server transmitting the Interact advertisements to the user computer while the user is engaged in activity other than requesting the advertisements, the user computer including a program for saving at least one Interact advertisement, the program displaying plural saved advertisements simultaneously in an advertisement window

Art Unit: 3688

such that a user may select a saved advertisement from the window for display on the user computer (Abstract, column 6, lines 5-39);

wherein the saved advertisements include at least one link to a website and the program further comprises:

logic means for enabling a user to select a saved advertisement for display thereof, the saved advertisement having at least one link to a website (col 6, lines 5-39);

logic means for accessing the website from the saved advertisement when the link is toggled; logic means for receiving plural Internet advertisements;

logic means for saving at least one advertisement at the user computer, wherein the program further comprises:

logic means for displaying a previous button; logic means for displaying a next button; and logic means for accessing saved advertisements when the previous button and next button are toggled (col 6, lines 5-39, col 7, lines 1-25).

Claim 14:

Rice discloses a computer program device, comprising:  
a computer readable means having logic means for storing at least one Internet advertisement comprising:

logic means for receiving plural Internet advertisements at a user computer, the advertisements being sent to the user computer automatically in response to a user request for information other than the advertisements (column 5, lines 25-30);;

Art Unit: 3688

logic means for saving advertisements at the user computer (column 2, lines 20-30);

means for allowing a user to select saved advertisements in an advertisement history window displaying Internet content composed only of advertisements (Figures 5-6, column 6, lines 39-50);

means for enabling a user to recall at least one user-selected advertisement; and means for accessing the website from the saved advertisement when the advertisement is toggled (col 6, lines 5-39, col7, lines 1-25).

Claim 15:

Rice discloses the computer program device of Claim 14 and further discloses wherein an advertisement includes a Hypertext Markup Language (HTML) tag (column 3, lines 19-27)

Claim 16:

Rice discloses the computer program device of Claim 14 and further discloses: logic means for displaying a button; and logic means for displaying the saved advertisement in response to the button being toggled (Figures 5-6 and Abstract).

Art Unit: 3688

Claim 17:

Rice discloses the computer program device of Claim 16 and further discloses wherein plural advertisements are saved and the computer readable means further comprises:

logic means for allowing the user scroll through the saved advertisements (Figure 5C, item 515).

Claim 18:

Rice discloses the computer program device of Claim 16 and further discloses wherein the saved advertisements include at least one link to a website and the computer readable means further comprises:

logic means for receiving plural Interact advertisements, at least one advertisement including a tag; and logic means for saving at least one advertisement at the user computer at least partially based on the tag (Figure 5-6).

Claim 19:

Rice discloses the computer program device of Claim 14 and further discloses wherein the computer readable means further comprises:

logic means for displaying a previous button;

logic means for displaying a next button;

and logic means for accessing saved advertisements when the previous button and next button are toggled (col 6, lines 5-39).



***Response to Arguments***

4. Applicant's arguments with respect to claim 1-4, 6 and 13-19 have been considered but are moot in view of the new ground(s) of rejection.

***Conclusion***

5. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. The examiner notes that the following references included in the Applicant's information disclosure statements are also very pertinent to the invention and include many, if not all, of the claimed invention

- Lazaridis (US 2007/0239874)
- Ogura (US 2002/0165767)

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Min Shin whose telephone number is (571) 270-3463. The examiner can normally be reached on Monday-Friday 8:00am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jim Myhre can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3688

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

MS  
5/3/2009

/James W Myhre/  
Supervisory Patent Examiner, Art Unit 3688



WYNN W. COGGINS  
TECHNOLOGY CENTER DIRECTOR